



Preferred
Microsoft 365
Business Applications

LANTERIA HR PLATFORM

Co-Marketing Proposal

EXPAND BRAND AWARENESS
IMPROVE WEBSITE'S VISIBILITY
ACQUIRE NEW CUSTOMERS
IN A COLLABORATION WITH TRUSTED HR VENDOR





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Introduction

Who we are

Lanteria is an HR platform, integrated with Microsoft SharePoint and Office 365. We've been delivered complete HR solutions to mid-sized and large businesses since 2006.

Our main owned audiences:

- Website visitors
- Email subscribers
- LinkedIn followers and connections
- YouTube channel subscribers
- Registrants at online events

Cross-marketing purpose

We're looking for marketing partners with similar audiences to help each other:

- Expand our market presence
- Uplift brand awareness
- Acquire new customers

Our potential partners are into HR-related business and look like:

- HR consultancy business
- Educational and training companies
- Recruiting outsourcers / outstaffers
- HR tech vendors
- Influencers, opinion leaders
- Media publishers, etc.

Target Audience we're interested in and ready to share with

1. HR & Recruitment title
2. Any other title interested in the topic of HR & Recruitment



Marketing deliverables to exchange

DELIVERABLE	IMPACT	EXCHANGE RATE
Guest Blog Post	SEO, Referral, Brand	1:1
Anchor Link	SEO, Brand Mention	1:1 x DR by aHrefs
LinkedIn Repost	Referral, Brand Mention	1:1 x connections
LinkedIn Post	Referral, Brand Mention	1:1 x connections
Email Newsletter	Referral, Brand	1:1 x subscribers
Facebook Audience	Paid Conversion	1:1 x number



Activities to exchange

	ONLINE EVENT	LISTINGS	EXPERT INTERVIEW	GIVEAWAY	MARKET RESEARCH	PRODUCT REVIEW
Email Newsletter	+	+	+	+	+	+
Blog Post	+	+	+	+	+	+
Anchor Links	+	+	+	+	+	+
LinkedIn Post	+	+	+	+	+	+
Live Stream	+					
YouTube	+					
G2Crowd, Capterra						+



Lanteria Owned Media

Website Lanteria.com

#1,014,746 Alexa Rank
49 DR (domain rating by ahrefs)
10,489 unique monthly users
40,884 monthly pageviews
by Google Analytics

Regular Online Events Include

- Insightful events for HR professionals.
- Promotion across owned and paid channels.
- Broadcasting recorded webinars and panel discussions - example.
- You can join our panel as a media partner or a speaker.

Email Newsletter

7600 active opt-in subscribers
HR professionals ~ 70%
C-suite executives ~20%
C-suite technical guys ~ 10%
Open Rate ~
Click Rate ~

LinkedIn Fan page
LinkedIn Community

1100 + connections
1000 + followers
1500 + post views



Let's get started

Collaboration roadmap

1. Schedule a discovery call
2. Define activities to exchange, assignees and deadlines
3. Check deliveries
4. Enjoy the results

Contacts

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**Discovery call
in Calendly**

[Schedule now](#)